

Promoting the Health Insurance Marketplace

How you can Help!

1 in 6 Americans does not have health insurance. But with the new Health Insurance Marketplace – and your help, we can change that. You have the opportunity to be part of something historic as we try to get millions of Americans more affordable, quality health insurance through the new Health Insurance Marketplace, a cornerstone of the Affordable Care Act, better known as the health care law.

Through the Marketplace, our goal is monumental: to help every American obtain health insurance. That's why we need your help to spread the word. We've provided examples of a few ways to get involved from recording PSAs to a simple tweet. Of course, if you'd like to participate in a bigger way, we'd love it. Please join us in our efforts.

1) SAMPLE POSTS AND TWEETS

Sharing content or amplifying content with your networks will make a big impact in not only reaching a wider community, but in impressing upon them the value of health insurance and the Marketplace. Below are examples of posts you can share with your fans as is, or modify as you see fit. Facebook just rolled out a new feature that will ensure our fans, in addition to yours, will see your post, as long as you tag us [www.facebook.com/healthcaregov]. Taking this into account, we respectfully request that you tag us as shown below in sample Facebook posts.

Be sure to follow our own channels on Facebook (<https://www.facebook.com/Healthcare.gov>) and Twitter (<https://twitter.com/healthcaregov>) for additional content to share and join the conversation!

Twitter

- Millions have signed up for health insurance. Don't get left behind. Apply today at HC.gov #GetCovered
- Don't be that person who doesn't sign up for health insurance. Get started now at HC.gov! #GetCovered
- Join the millions who have already signed up for health insurance. Learn more today at HC.gov! #GetCovered
- Millions of people have signed up for health insurance. Don't be left out – sign up now at HC.gov! #GetCovered
- March 31st is the last day you can sign up for health insurance. Don't miss out – sign up now at HC.gov! #GetCovered
- Don't miss the deadline: Get started and sign up for health insurance now at HC.gov! #GetCovered
- Want to sign up for health insurance? Time's running out. Learn more now at HC.gov. #GetCovered

Facebook

- Millions have signed up for health insurance through [tag: www.facebook.com/healthcaregov]. Don't get left behind. Apply today at www.HealthCare.gov
- Don't be that person who doesn't sign up for health insurance. Get started now at www.HealthCare.gov!
- Millions of people have signed up for health insurance through [tag: www.facebook.com/healthcaregov]. Don't be left out – sign up now at www.HealthCare.gov!
- March 31st is the last day you can sign up for health insurance through [tag: www.facebook.com/healthcaregov]. Don't miss out – sign up now at www.HealthCare.gov!
- Don't miss the deadline: Get started and sign up for health insurance now at www.HealthCare.gov!
- Want to sign up for health insurance? Time's running out. Learn more now at www.HealthCare.gov.
- You're running out of time. Sign up for health insurance at www.HealthCare.gov before the March 31 deadline.
- Did you sign up for lower cost health insurance through [tag: www.facebook.com/healthcaregov]? Tell your friends to #GetCovered!

2) LIVE READ RADIO PSAs

:10 SAMPLE BUMPERS (Audio)

- Hi, this is _____, and if you need health insurance, check out the new Health Insurance Marketplace at HealthCare.gov. You're running out of time. Sign up for health insurance before the March 31 deadline. Find an affordable health plan – and get covered today at HealthCare.gov.
- Hey, this is _____. Health insurance is important for your overall health –and now everyone can get it. Check out HealthCare.gov to learn about the new Health Insurance Marketplace. Find affordable health coverage that's right for you – at HealthCare.gov.

PSA :30 (Audio)

Hi, this is _____, and if you don't have health insurance, now you can find affordable coverage at the new Health Insurance Marketplace, at HealthCare.gov.

That's where you can compare plans side by side, choose one that fits you, and enroll right there.

You might even get help paying your monthly premiums. So if you get sick, or injured, or just need a checkup, at last - you'll be covered.

March 31st is the last day you can sign up for health insurance. Don't miss out – apply now!

Where to Send Audio Files

We would prefer to receive recordings via email as an MP3 or .WAV file. However, we can also accept a cd or dvd via mail. Please send files to:

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Sawyer Miller/Weber Shandwick
733 10th Street NW, Washington, DC 20001
(202) 585-2931

Further, we request that you include specific language below that grants CMS permission to use this audio recording in our campaign. Please free to contact Lauren at **(202) 585-2931** if you have any questions.

I, ___ (Name) __, agree to [serve/list services provided] to the Centers for Medicare & Medicaid Services without compensation, and hereby waive my rights to any compensation from the United States to which I am entitled under law.

Further, I grant to the Centers for Medicare and Medicaid Services (“Advertiser”) and Sawyer Miller/Weber Shandwick (“Agency”) the right to use the attached audio files (and/or other materials included in this email) without remuneration to promote the Health Insurance Marketplace.

[Signature]

[Date]